



Printing Guide

Printing Air Force Messages

In an effort to fully promote the Air Force to our taxpaying citizens, we ask that you include the following messages in your advertisements, concert programs, and tickets.

(Print on Tickets)

The United States Air Force provides America global power and reach anytime, anywhere!

(Print in advertisements and concert programs)

The Air Force is a values-based organization guided by our core values: Integrity, Service Before Self, and Excellence In All We Do. As an Expeditionary Aerospace Force, our people stand ready to deploy combat power around the globe at a moment's notice to protect America's interests.

(Print on concert program)

To contact your local recruiter, please call the Recruiting Service Toll Free Number:

1-800-423-USAF

Our intention is to keep the American public aware of the professionalism, excellence and superiority of their United States Air Force.

IMPORTANT: A four-page program must contain the following:

Front

United States Air Force Band of Liberty Logo—See our logo slick sheet. For best printing results, PLEASE do not obtain and/or use Band of Liberty logo graphics from any other source.

USAF Band of Liberty
25 Chennault St
Hanscom AFB, MA 01731

Email: Christopher.stahl@hanscom.af.mil
Phone: 781.225.5896

Band website address—www.bandofliberty.af.mil

United States Air Force Core Values Message:

America's Air Force

Integrity—Service—Excellence

Page 2—Commander's photo and biography (Concert Band only) or Noncommissioned Officer-In-Charge's photo and/or biography (all other groups).

Page 3—Personnel List and Program Selections (to be sent out approximately 2–3 weeks prior to the concert date)

Back

United States Air Force Logo—Download from the Air Force website. For best printing results, PLEASE do not obtain and/or use Air Force logo graphics from any other source.

Air Force Recruiting Message:

For information regarding Air Force opportunities, contact the Air Force via your local recruiter, www.airforce.com, or dial 1-800-423-USAF

Optional items that may be included:

Acknowledgement of sponsor(s)

Personnel/selections if additional space is needed

Biography of the performing group

Vocalist's biography

Soloist's biography

Free Tickets!!

1. **Tickets are the single most important factor for attracting a large crowd!** If people actually invest two minutes of their time to fill out and mail the coupon with a self addressed stamped envelope to obtain tickets, they are much more likely to come to the show!
2. Tickets provide a place for the sponsor to put their good name next to our good name. Keep in mind that people generally take tickets and programs home as souvenirs. Every time they look at them, they will remember our professional, patriotic performance and see that you, the sponsor, made the concert possible.
3. Past experience has proven that advertising campaigns which effectively use tickets are quite successful.

QUANTITY PRINTED AND DISTRIBUTED

1. Print and distribute 1/3 more tickets than the seating capacity of the performance site.
2. Do not fear the possibility of having to turn away ticket holders! The Air Force Bands have been doing this all over the country for decades. History has consistently shown that approximately 75% of ticket holders attend the concerts.

USE A SINGLE POINT OF DISTRIBUTION FOR TICKETS

1. This allows everyone to monitor the success of the ad campaign by having only one point of contact for ticket distribution.
2. **DO NOT GIVE OUT BLOCKS OF TICKETS!!!** Experience has shown that, invariably, a substantial percent of those tickets will be wasted. If someone insists on a block of tickets, print them as an extra set, outside of the 133% you originally printed. It is extremely unlikely that most of those tickets will be used
3. Use a **cut-out coupon** (example below) in your ads for ticket requests. This allows you to control and maintain a single point for distribution.

Sample cut-out coupon:

Tickets available by request with self-addressed, stamped envelope.
Mail to: (address of point of distribution) Tickets are limited.
First come, first served. No guaranteed seats
Please send me 1 2 3 4 5 6 (circle one) complimentary tickets to the
U.S. Air Force Band of Liberty Concert

NAME: _____

STREET: _____

CITY: _____ STATE: _____ ZIP: _____

DAYTIME PHONE: _____

The Air Force is a values-based organization guided by our core values:
Integrity, Service Before Self, and Excellence In All We Do

Sample Ticket:



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U.S. AIR FORCE

BAND OF LIBERTY

The United States Air Force Band of Liberty
appears through the courtesy of:

Ted F. Bowlds, Lieutenant General, USAF
Commander, Electronic Systems Center
9 Eglin Street
Hanscom AFB, MA 01731

Visit us on the web at **www.bandofliberty.af.mil**

First Lieutenant David A. Alpar
Commander & Conductor